



*Better Buildings Residential Network  
Peer Exchange Call Series*

*How are Efficiency Programs and Partners Preparing for  
Inflation Reduction and Infrastructure Act Funding?*

*May 25, 2023*

# Agenda and Ground Rules

- Moderator
  - **Jonathan Cohen**, Better Buildings Residential Network, DOE Residential Buildings Integration Program (RBI)
- Agenda Review and Ground Rules
- Residential Network Overview and Upcoming Call Schedule
- Opening Poll
- Featured Speakers
  - **Maddie Koewler**, NASEO
  - **Prerna Tomar**, Samsung
  - **Eli Lieberman**, Michigan Saves
- Open Discussion
- Closing Poll and Announcements

## Ground Rules:

1. **Sales of services and commercial messages are not appropriate** during Peer Exchange Calls.
2. Calls are a safe place for discussion; **please do not attribute information to individuals** on the call.

*The views expressed by speakers are their own, and do not reflect those of the Dept. of Energy.*

## Join the Network

### Member Benefits:

- Recognition in media, social media and publications
- Speaking opportunities
- Updates on latest trends
- Voluntary member initiatives
- One-on-One brainstorming conversations

### Commitment:

- Members only need to provide *one number*: their organization's number of residential energy upgrades per year, or equivalent.

### Upcoming Calls (2<sup>nd</sup> & 4<sup>th</sup> Thursdays):

- *6/8: Marketing Residential Energy Efficiency in the Era of IRA (The Inflation Reduction Act)*
- *6/22: Paying for Home Decarbonization and Electrification – Addressing Cost Questions*

Peer Exchange Call summaries are posted on the Better Buildings [website](#) a few weeks after the call



**Maddie Koewler**  
***NASEO***

# How are Efficiency Programs and Partners Preparing for Inflation Reduction and Infrastructure Act Funding?

May 25, 2023

Maddie Koewler, NASEO

# NASEO

- National non-profit association for the governor-designated energy officials from each of the 56 states and territories.
- Facilitates peer learning among state energy officials, serves as a resource for and about State Energy Offices, and advocates the interests of the State Energy Offices to Congress and federal agencies.

# Inflation Reduction Act

**Section 50121** \$4.3 billion for home performance rebates (HOMES)

**Section 50122** \$4.275 billion for electric appliance rebates (HEEHR)

**Section 50123** \$200 million for contractor training

US DOE will write requirements associated with this funding and will distribute the funds to State Energy Offices.

# NASEO Residential Energy Efficiency and Beneficial Electrification Task Force

- Lead by the State Energy Office Directors from New York, California, Maine, and Minnesota
- 40+ State Energy Offices participating
- Countless partners joining
- Learn more <https://naseo.org/issues/buildings/ira-task-force>



# Key Priorities (January 2023)

- Afford States Flexibility in Program Design
- Utilize a Phased Guidance and Funding Approach
- Coordinate with State Energy Offices on Development of Program Guidance
- Provide Regular Updates on Program Actions to State Energy Offices
- Prioritize the Consumer Experience
- Conduct Cross-Office Collaboration
- Allow for Categorical Eligibility in Income Verification
- Communicate Confirmation that Rebates Can Be Used in Conjunction with Tax Credits

# Key Priorities (January 2023)

- Confirm HOMES and HEEHR May be Used in the Same Home
- Affirm that Rebates Should Not be Issued for Purchased Before the Launch of a State's Rebate Programs
- Allow for Non-Electric Supplemental Systems
- Distribute State-Based Home Energy Efficiency Contractor Training Grants By Formula
- Distribute State-Based Home Energy Efficiency Contractor Training Grants to State No Later Than the HOMES and HEEHR Funds

## January – July 2023

- Lessons learned from existing residential energy efficiency programs
- Foster connections and communication between State Energy Offices and industry
- DOE RFIs

## July 2023

- Anticipated release of program requirements

# Thank you

[mkoewler@naseo.org](mailto:mkoewler@naseo.org)



**Perna Tomar**  
*Samsung*

# Samsung's Voice in Washington, DC

Power to the People:  
Inflation Reduction Act Home Rebates



**We are making everyday  
changes that have a meaningful  
impact on the environment.**

# Key Priority: Inflation Reduction Act Home Rebates

## Our goals



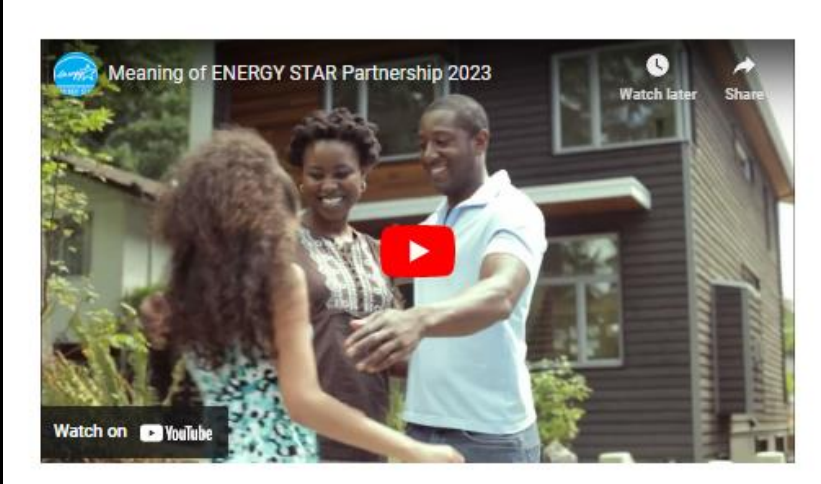
\$8.8B in rebates for efficient electric HA, HVAC and home upgrades



Roll-out across states and tribes, as easy as possible for consumers, contractors, implementers, aggregators, installers and retailers



# Samsung Energy-Efficiency Leadership



We have more than 474 ENERGY STAR-certified base models.

100%

of dishwashers and front-load washers

94%

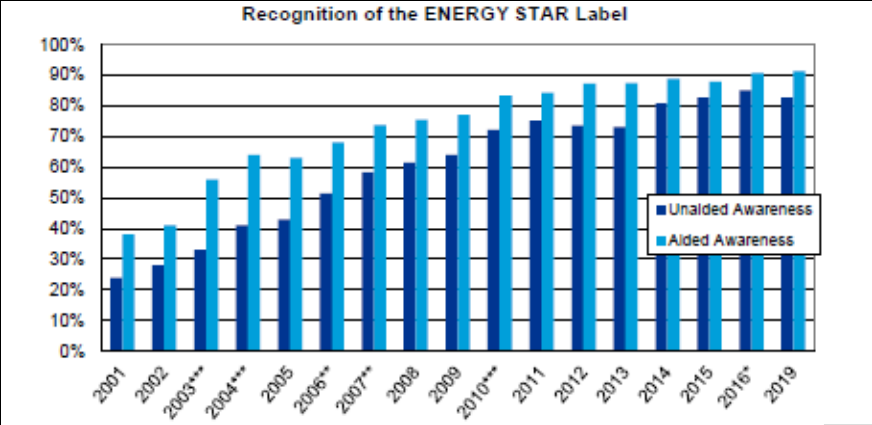
of refrigerators

100%

of all washers from our South Carolina facility

48%

of top-load washers & dryers



# Samsung ENERGYSTAR Awards


03.31.23 / SUSTAINABILITY

## Samsung and ENERGY STAR: Creating an Everyday Sustainable Customer Journey

f t in e p

*By Mark Newton, Head of Corporate Sustainability, Samsung  
Electronics America*

At Samsung, sustainability is at the core of all we do. This year, our commitment to reducing our environmental footprint and preserving the planet for future generations is once again being celebrated by the EPA and ENERGY STAR. By receiving our tenth Excellence Award for Product Brand Owner, leading to our entry into the Sustained Excellence Award for Product Brand Owner, leading to our entry into the Sustained category. It is also our third Partner of the Year Award for facilities Energy Management, showing – that once again – our focus is on consumers while also doing our own part for the planet we all share.






The image shows a trophy for the ENERGY STAR 2023 Partner of the Year Sustained Excellence award. The trophy is a blue and white plaque with the ENERGY STAR logo at the top, the year '2023' in a blue box, and the text 'PARTNER OF THE YEAR Sustained Excellence' below it. A small 'AWARD WINNER' tag is attached to the bottom left.



We are the only company in  
the past 10 years to receive  
the ENERGY STAR Corporate  
Commitment Award.

# A Seamless Customer Experience



## Samsung.com IRA Home Rebates Education

**SAMSUNG** Mobile TV & Audio Appliances Computing Displays Accessories SmartThings Offers Explore Support For Business   

Inflation Reduction Act Appliance Rebates | Samsung US IRA Rebate-Qualifying Appliances Energy-Efficient Appliances

Soon you could save up to  
\$840 on new appliances<sup>1</sup>

The Inflation Reduction Act provides home appliance rebates for discounts on electric energy-efficient appliances like Induction cooktops, ranges, and Heat Pump dryers.



A greener future starts at home

Samsung is committed to developing eco-conscious products that can help you conserve energy, cut costs, and build a more sustainable future for you, your family, and your community.

# How can we help you?

1. What are your biggest concerns with IRA home rebates implementation?
2. How can Samsung help your organization be successful in your role in the IRA home rebates implementation?
3. What are the key workforce issues you see?

An abstract graphic consisting of a complex network of thin blue lines connecting small blue dots, resembling a molecular structure or a data network, is positioned on the left side of the slide.

# Please help us to help you

**Contact:**

**Prerna Tomar**

**P.Tomar@sea.Samsung.com**



**Eli Lieberman**  
*Michigan Saves*

# Preparing for Federal Funding Opportunities

Eli Lieberman—Director of Clean Energy Financing

May 25, 2023

[MichiganSaves.org](https://MichiganSaves.org)



**Michigan Saves**®  
The Nation's First Nonprofit Green Bank



# Transforming Michigan's Energy Landscape

Michigan Saves is the nation's first nonprofit green bank dedicated to accessible, equitable, and just investments in energy efficiency and clean energy improvements

## Our Impact

From September 2010 through December 2022, Michigan Saves has supported:

**450**

million dollars

Financed in energy improvements

**3.1**

million metric tons

Reduced carbon emissions

**9,175**

full-time jobs

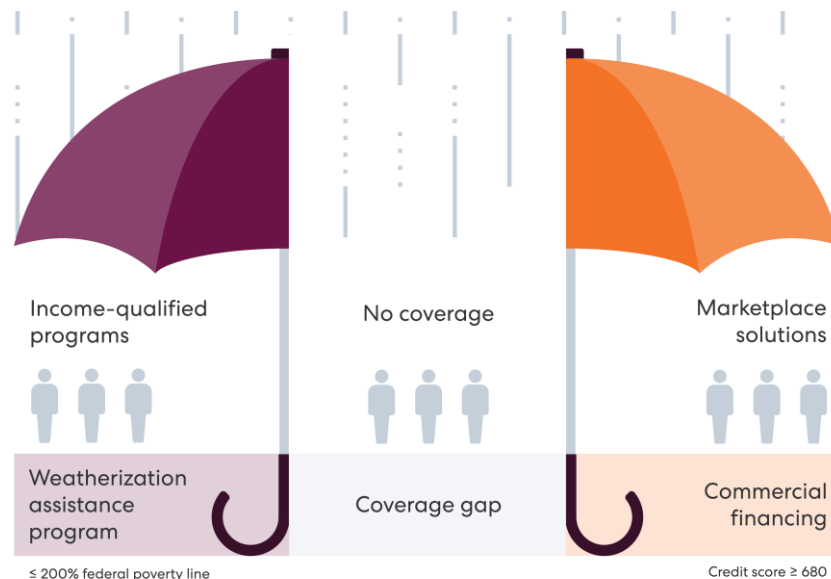
Supported through Michigan Saves



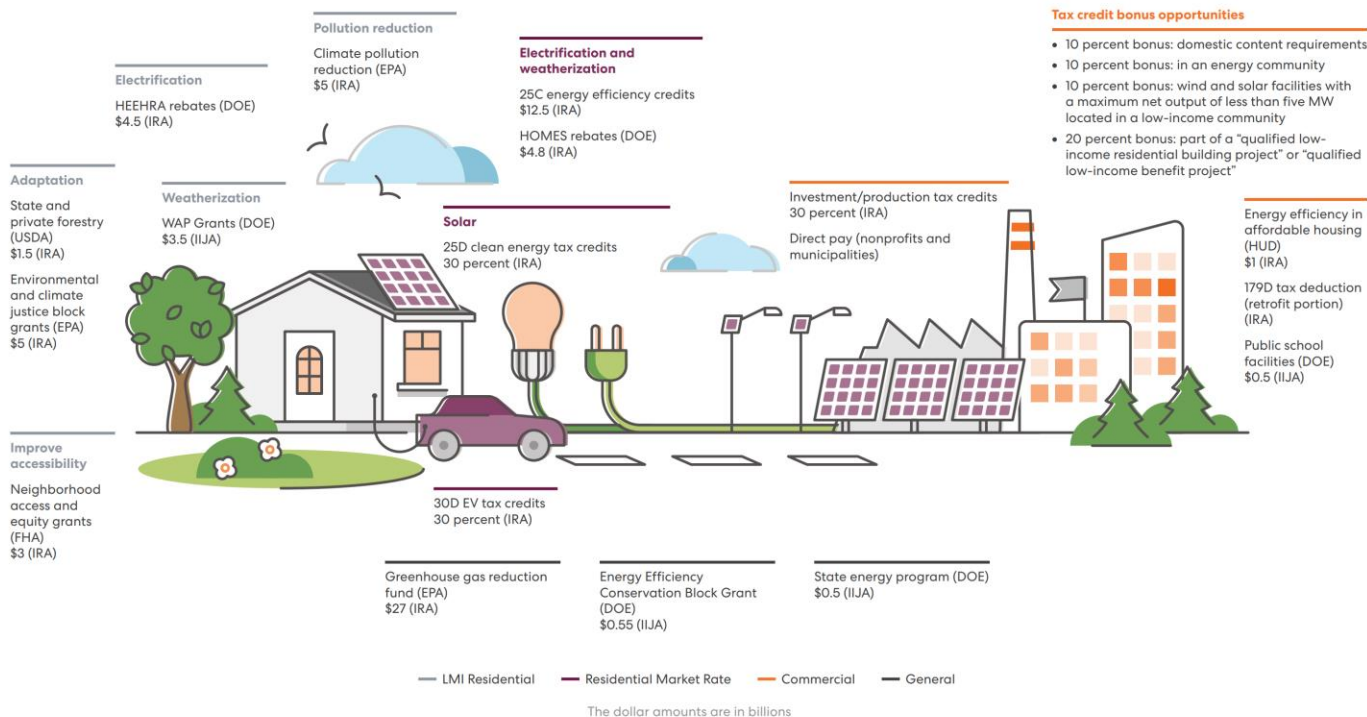


# Market Gaps

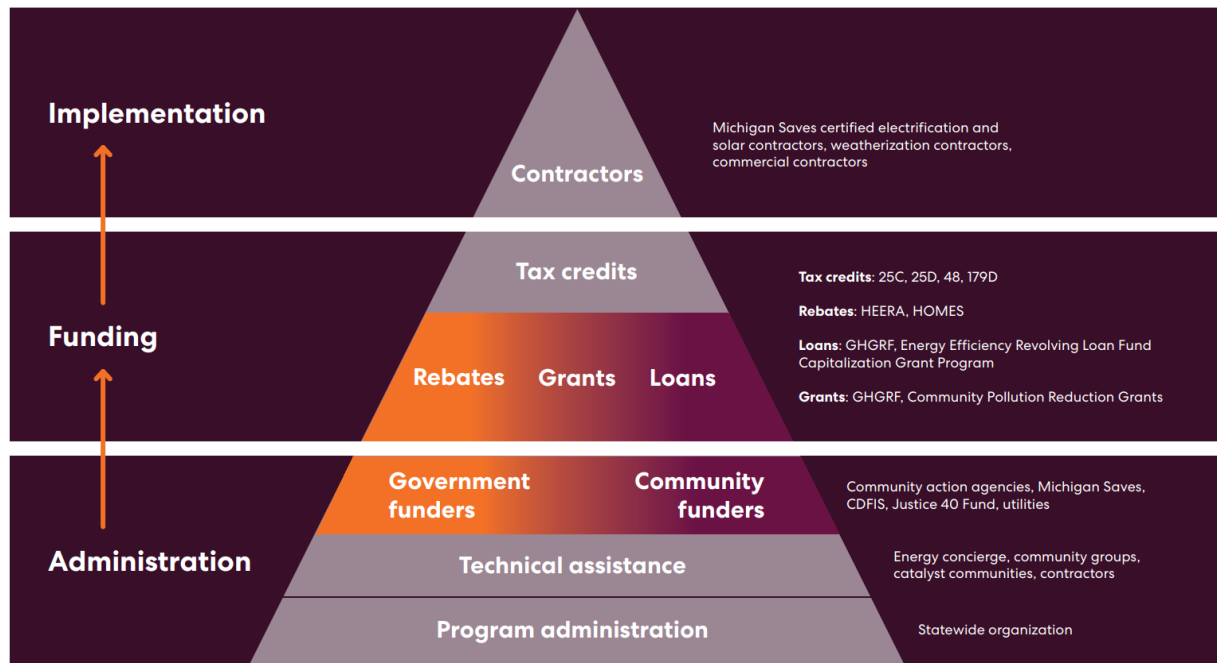
- Michigan Saves is working to ensure equitable access to energy efficiency and renewable energy improvement for all residents
- 59 percent of Michigan Saves residential financing flows to low- to moderate-income households ( $120 < \text{AMI}$ )



# Mapping Federal Funding Opportunities



# Creating an Implementation Framework



# Greenhouse Gas Reduction Fund

**The Environmental Protection Agency will administer \$27 billion in grants for green finance divided between three buckets:**

## \$14 billion National Clean Investment Fund competition

- Two to three awards to nationwide nonprofits
- 40 percent of funds spent in Justice40 communities
- Capitalize a national green bank
- Focus on direct investment into qualified projects and activities

## \$6 billion Clean Communities Investment Accelerator competition

- Two to seven awards to nationwide nonprofits
- 100 percent of funds spent in low-income and disadvantaged communities
- Focus on capitalizing community lenders (community development financial institutions, green banks, etc.) to offer green loans and technical assistance
- Up to \$5,625,000 in grants per community lender

## \$7 billion Solar for All competition

- Up to 60 awards
- For state, local, and tribal governments and qualified nonprofits
- Low-income, residential, and community solar and storage

# Collaborative Program Design

Michigan Saves hosted a dinner on implementing the Greenhouse Gas Reduction Fund (GGRF) within the context of broader federal funding opportunities

- Invited stakeholders from local and state government, local and nationwide nonprofits, technical assistance providers, and contractors
- Discussed collaborative approaches to implementation
- Many key voices not represented



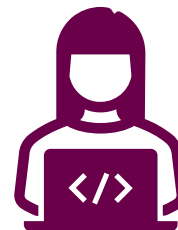
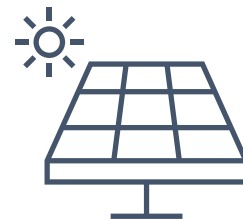
# Internal Program Design

Worked with contractors and lenders to identify market gaps that GGRF monies can address. Examples include:

- Sub-Property Assessed Clean Energy financing
- Solar investment tax credit bridging
- Expansion of Detroit Loan Fund
- Many others

Read through federal funding opportunity documents to anticipate, and begin preparing, application material

- Engaged project finance consultants to aid in financial model design to build the business case for the applications



# Continued Outreach

Michigan Save's new strategic plan calls for committed, respectful, and meaningful engagement with those historically kept from experiencing the health, safety, financial, and environmental benefits of energy efficiency and clean energy.

We will hold 1:1 meetings to solicit feedback on internal program design:

- Community-based organizations
- Environmental justice organizations
- Minority-owned contractors

Michigan Saves will host a **webinar on June 1 at 1:00 PM ET** on the collaborative implementation of the GGRF in Michigan. We will provide a form for participants to submit written feedback.



# Reinvent the Wheel?

Perhaps other states and/or green banks already developed best practices to prepare for federal funding opportunities.

- Participate in interstate working groups
- Connect with nationwide environmental nonprofits, e.g., Rocky Mountain Institute, Rewiring America, etc.
- Hold 1:1 calls with other state governments and green banks





# Thank you.

**MichiganSaves.org**



facebook.com/MichiganSaves



@MichiganSaves



Linkedin.com/company/Michigan-Saves/

Eli Lieberman

elieberman@michigansaves.org

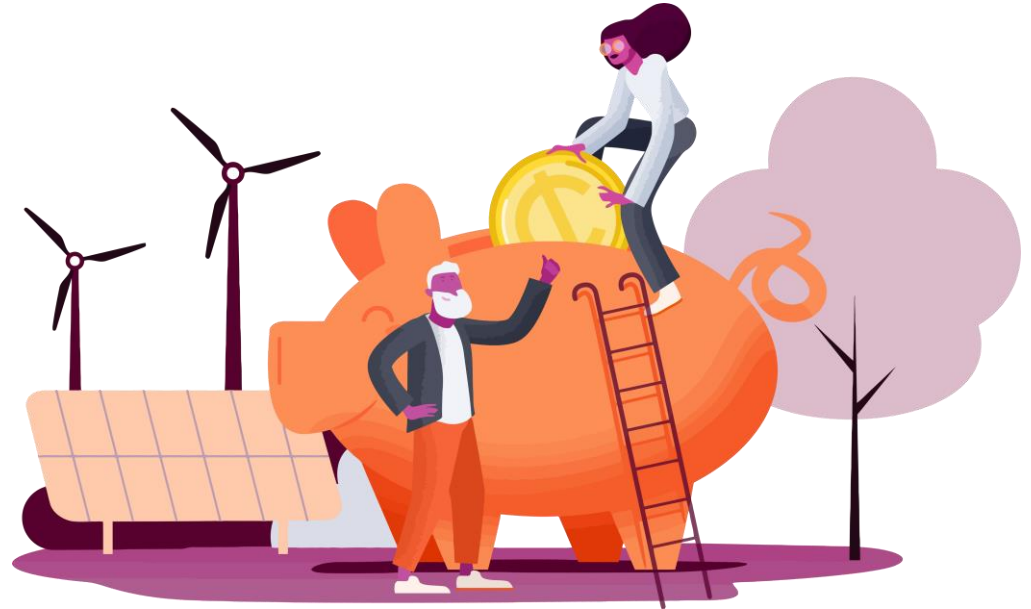
Subscribe to our newsletter:

MichiganSaves.org/smartenergy



**Michigan Saves**®

The Nation's First Nonprofit Green Bank



# Smart Tools for Efficient HVAC Performance (STEP) Campaign



Scan this QR code to visit our website

Contact: [christian.valoria@pnnl.gov](mailto:christian.valoria@pnnl.gov)

The STEP Campaign aims to increase adoption of **smart diagnostic tools** to streamline HVAC system performance testing and troubleshooting, **reducing energy-wasting faults** and **improving occupant comfort**.

**To join the STEP Campaign, visit: [bit.ly/3DFmEaE](https://bit.ly/3DFmEaE)**



## HVAC Contractors and Technicians

- Reduce callbacks, improve consistency and quality, streamline processes
- Find out where to get training on smart diagnostic tools
- Be recognized for successful adoption of smart diagnostic tools!



## Utilities and Program Implementers

- Streamline quality installation and quality maintenance programs
- Improve engagement with your contractors
- Be recognized for programs that utilize smart diagnostic tools!



## HVAC Training Organizations

- Offer qualified training on System Performance with smart diagnostic tools
- Promote your training events
- Be recognized for providing training!



## Weatherization Organizations

- Ensure your ASHP/CAC installations are operating at optimized efficiency
- Develop pilot with PNNL team
- Be recognized!

## ORGANIZING PARTNERS

# Buildings UP

The Buildings Upgrade Prize

AMERICAN  
**MADE**  
U.S. DEPARTMENT OF ENERGY

Building capacity to transform U.S. buildings into energy-efficient and clean energy-ready homes, commercial spaces, and communities

Upgrading existing buildings to efficiently run on clean energy will help address climate change. This means transitioning **residential and commercial buildings** to efficient electric equipment, such as **heat pumps and heat pump water heaters**, and ensuring comfort with measures such as **insulation and air sealing**.

Teams participating in **Buildings UP** will develop innovative plans to leverage the billions of dollars through the Bipartisan Infrastructure Law, the Inflation Reduction Act, utility rebate programs, and many other funding sources available and capitalize on this unprecedented opportunity to improve our homes, businesses, and communities.

Buildings UP will award more than **\$22 million** in cash prizes and expert technical assistance to bring winning ideas to life.



[www.heroX.com/buildingsUP](https://www.heroX.com/buildingsUP)

## Form Your Team and Submit Your Application by July 2023!

- Community-based organizations
- Local governments
- Utilities
- Non-profit organizations
- For-profit energy efficiency companies
- and more!

*Multi-stakeholder teams are encouraged*

Application support available for new and under-resourced teams

Follow Buildings UP on HeroX for prize info and updates  
Questions: [buildingsUP@nrel.gov](mailto:buildingsUP@nrel.gov)

# Explore the Residential Program Guide

Resources to help improve your program and reach energy efficiency targets:

- [Handbooks](#) - explain *why* and *how* to implement specific stages of a program.
- [Quick Answers](#) - provide answers and resources for common questions.
- [Proven Practices](#) posts - include lessons learned, examples, and helpful tips from successful programs.
- [Technology Solutions](#) **NEW!** - present resources on advanced technologies, **HVAC & Heat Pump Water Heaters**, including installation guidance, marketing strategies, & potential savings.
- [Health + Home Performance Infographic](#) – spark homeowner conversations.



<https://rpssc.energy.gov>

# Health + Home Performance Infographic



DOE’s new Health + Home Performance Infographic reveals the link between efficiency and health – something everyone cares about. Efficiency programs and contractors can use the question-and-answer format to discover a homeowner’s needs.

The infographic is ideal for the “kitchen table” conversations where people decide what to do – and who they want to do it. It also has links for homeowners to find a qualified contractor if they do not already have one.

[Download](#) this infographic from DOE’s Better Buildings Residential Network.

Looking for photos to help tell your energy efficiency story? Visit our image libraries:  
<https://www.energy.gov/eere/better-buildings-residential-network/articles/image-libraries>

# ELECTRIFY YOUR HOME!

Why do it, why now, and how to get incentives

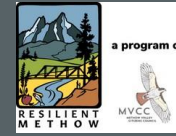


Image credit: Martin Gee

**TAKE CLIMATE ACTION!**

**This event in Winthrop, Washington will provide resources for how to take advantage of incentives and rebates to electrify your home and take climate action! The event will feature Rewiring America, local utilities, the Washington State Energy Office, and a local contractor.**

**May 25th, 2023 5:00-6:30  
Winthrop Library**

**Visit [resilientmethow.org](https://resilientmethow.org) to sign up**

# Thank You!

Follow us to plug into the latest Better Buildings news and updates!



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[Better Buildings LinkedIn](#)



[Office of Energy Efficiency and Renewable Energy Facebook](#)

Please send any follow-up questions  
or future call topic ideas to:  
[bbresidentialnetwork@ee.doe.gov](mailto:bbresidentialnetwork@ee.doe.gov)